

MAINSTREAM DIGITAL ADVERTISING



This month, Sprint Nextel moved its account, worth just about \$1.1 billion, from Goodby, Silverstein & Partners in San Francisco to Gigitas Chicago and Leo Burnett, it was definitely a win for the Chicago advertising company. This new account will bring more than 300 jobs to the city of Chicago and will continue with an online focus. It is also a representation of digital advertising and how advertising has transformed over the years. The president of Gigitas Chicago, Tony Weisman, has said, "I think it's a validation of the next evolution of this industry." Online advertising has accounted for a fraction of the media spending in the United States. Digital advertising has taken over just about every form of traditional advertising aside from television advertisement. David Hallerman, a principal analyst for eMarketer, research firm in New York, has said, "The Internet has become as important as television to advertisers." He also says, "This is where people spend a large share of their time. Marketers chase the audience." As more and more people depend on the Internet and technology like this on a daily basis, marketers are finding ways to target audiences online and grab their attention by advertising online. There has been an increase of about 20 percent with online advertising for the year of 2011 and it is expected to continue to grow in the year of 2012. The sector of online advertising includes search advertisements, banner advertisements, commercial videos, and much more. Advertisers will be spending billions of dollars on digital advertisements within the next few months. The online spending is projected to be at about \$50 billion by the time it is 2015. This would give online advertising a 28 percent of the advertising pie with television advertisements remaining at about 38 percent. With the increasing number of people who use smartphones, iPads, tablets, and other form of Internet, many advertisers are trying to figure out unique and creative approaches to take on the digital advertising approach. Video advertisements seem to be increasing and have actually been up by over 52 percent in 2011. The online advertisements include any advertisement banners along with embedded email messages and rich media. Hallerman says, "That's one way that the digital space is changing marketing with more of that sort of nonadvertising-based magnetic content." It is very obvious that the advertising industry has been changing over the past few years and the change has not been slow; it has been very fast and rapid as advertisers want to catch up with the consumers. Online advertising seems to be becoming the preferred method of advertising for many of the different advertisers as shown by the statistical data which proves that more advertisers are relying on digital advertising.

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